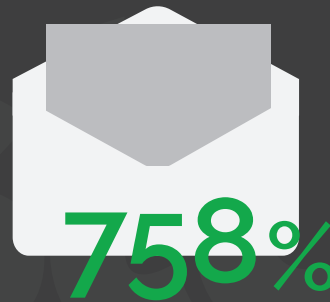


Background

Skinnymetea is an Australian based health and lifestyle company that specializes in high quality teatox products. They opened up shop in 2012 and have rapidly grown into a recognizable brand and the leader in the space. Skinnymetea offers additional value to individuals with their teatox iPhone app, nutritionist approved eating plan, free exercise plan, and fantastic customer service!

Objectives

Skinnymetea needed a more effective email list building strategy to pair with their email marketing campaigns. They also were looking for a way to drive more sales through on site efforts. Lastly, Skinnymetea wanted to distribute their free eating plan to more website visitors.



increase in email subscribers

By implementing the coupon and gated content promotion on their website, Skinnymetea increased email opt ins by 758% over their standard opt in form.

Solutions

Skinnymetea implemented a 5% off coupon pop up promotion through Justuno in which visitors could enter their email address and instantly receive a coupon code on site. This effectively presented their promotional offer to visitors while also acting as an email opt in form. Skinnymetea added another pop up promotion to distribute their free eating plan to visitors who subscribed to their newsletter.

Justuno is the premier on site sales and marketing tool that converts your website's traffic into email subscribers, social fans, and sales through the use of incentivized pop up promotions. Visitors subscribe to your mailing list or perform a social action in exchange for an instant promo code presented on site. Justuno easily installs on any website and integrates with your email marketing service as well as your shopping cart platform. In partnership with:

*shopify*plus MailChimp

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